## Description data analysis (Facebook Graph API)

I analyse media outlets’ reporting on terrorist attacks and public engagement with these reports. The proxy for this is media outlets’ Facebook activity. (For a description of the data collection process, refer to the separate repository “[facebook-api](https://github.com/ibantel/facebook-api)”).

The data consists of two datasets: firstly, *Posts Count*, where each case is one attack. The dataset includes information about the attack and the number of posts made in relation to it. Secondly, *Posts Analysis*, where each case is one post (multiple posts per attack). The information on each post contains information on the attack it refers to and about the post itself. The full code for obtaining the data is referenced in a separate repository; in short, *Post Count* captures the media coverage (on Facebook) of the events, and *Post Analysis* records the public engagement with it (see Table 1 for descriptive statistics of *Posts Count* and Table 2 for descriptive statistics of *Posts Analysis*). For both datasets, I perform OLS regressions: in *Post Count*, the dependent variable is the number of posts made in response to an attack, for which predictors are quantitatively estimated. For *Post Analysis*, I estimate the best predictors for the level of public engagement, as measured in the sum of reactions. I test the following hypotheses:

All else being equal, the number of posts increases

(H II.2.0) not at all (H0).

(H II.2.a) over time.

(H II.2b) with the number of casualties.

(H II.2c) with the number of injured.

(H II.2d) for Islamist attacks.

(H II.2e) for right-wing attacks.

(H II.2f) for left-wing attacks.

(H II.2g) for separatist attacks.

All else being equal, the number of reactions per post increases

(H II.2.0) not at all (H0).

(H II.2.h) over time.

(H II.2i) with the number of casualties.

(H II.2j) with the number of injured.

(H II.2k) for Islamist attacks.

(H II.2l) for right-wing attacks.

(H II.2m) for left-wing attacks.

(H II.2n) for separatist attacks.

## Tables

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Descriptive statistics *Posts Count*** | | | | | |
| Statistic | N | Mean | St. Dev. | Min | Max |
| Fatalities | 43 | 16.23 | 68.47 | 0 | 433 |
| Injured | 43 | 4.49 | 13.31 | 1 | 87 |
| Islamist attack | 43 | 0.58 | 0.50 | 0 | 1 |
| Left attack | 43 | 0.05 | 0.21 | 0 | 1 |
| Right attack | 43 | 0.12 | 0.32 | 0 | 1 |
| SEP Loyalist attack | 43 | 0.02 | 0.15 | 0 | 1 |
| SEP Republican attack | 43 | 0.23 | 0.43 | 0 | 1 |
| Separatist | 43 | 0.26 | 0.44 | 0 | 1 |
| Time (YYYY.MM) | 43 | . | . | 2011.07 | 2016.12 |
| Terror mentioned | 43 | 10.40 | 15.52 | 0 | 96 |
| Post count | 43 | 30.53 | 36.12 | 4 | 207 |
| Note: Each case is one attack. The statistics describe attack attributes and the number of posts referring to it. | | | | | |

Table 1: Descriptive Statistics of Posts Count data set.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Descriptive statistics *Posts Analysis*** | | | | | |
| Statistic | N | Mean | St. Dev. | Min | Max |
| Number like | 1246 | 1238.20 | 3637.90 | 0 | 56263 |
| Number love | 1246 | 29.87 | 283.88 | 0 | 8116 |
| Number wow | 1246 | 8.46 | 73.90 | 0 | 2201 |
| Number haha | 1246 | 6.25 | 38.20 | 0 | 807 |
| Number sad | 1246 | 132.67 | 1314.46 | 0 | 34421 |
| Number angry | 1246 | 64.21 | 768.48 | 0 | 21991 |
| Number comment | 1246 | 167.49 | 813.63 | 0 | 19017 |
| Number share | 1246 | 580.38 | 2851.87 | 0 | 62157 |
| Fatalities | 1246 | 25.72 | 66.19 | 0 | 433 |
| Injured | 1246 | 5.18 | 12.16 | 1 | 87 |
| Islamist attack | 1246 | 0.80 | 0.40 | 0 | 1 |
| Left attack | 1246 | 0.02 | 0.15 | 0 | 1 |
| Right attack | 1246 | 0.09 | 0.28 | 0 | 1 |
| SEP loyalist attack | 1246 | 0.003 | 0.06 | 0 | 1 |
| SEP Republican attack | 1246 | 0.08 | 0.28 | 0 | 1 |
| Photo | 1246 | 0.25 | 0.43 | 0 | 1 |
| Video | 1246 | 0.37 | 0.48 | 0 | 1 |
| Link | 1246 | 0.35 | 0.48 | 0 | 1 |
| Time (YYYY.MM) | 1246 | . | . | 201107 | 201612 |
| Terror mentioned | 1246 | 0.34 | 0.47 | 0 | 1 |
| Combined Reactions | 1246 | 2227.54 | 7701.43 | 0 | 131453 |
| Notes: Each case is one posts. The statistics describe attributes of the attack and the number of posts referring to it. The variables showing the page ID were omitted since they are not meaningful without context. | | | | | |

Table 2: Descriptive Statistics of Posts Analysis data set.